

**CONTRACT**

**KVVU TV**  
**25-TV 5 Drive**  
**Henderson, NV 89014**  
**(702)435-5555**

And:

**Waterfront Strategies**  
**1010 Wisconsin Ave, NW**  
**#800**  
**Washington, DC 20007**

<u>Contract / Revision</u> 498394 /		<u>Alt Order #</u> 06371546
<u>Product</u> PATRIOT MAJORITY USA		
<u>Contract Dates</u> 10/15/12 - 10/27/12		<u>Estimate #</u> 2029
<u>Advertiser</u> Patriot Majority USA		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 84	<u>Product Code</u> 91
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
E 49	KVVU	10/22/12	10/22/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p		:30			NM	0	\$0.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----				1	\$8,825.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/22/12-10/28/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		<del>\$8,825.00</del>	NM			
	See MG 50.2,50.3,50.4												
E 50	KVVU	10/22/12	10/22/12	Special Early News	Special Early News		:30			NM	3	\$17,650.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/22/12	10/28/12	M-----				1	\$8,825.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	1	KVVU	10/22/12-10/28/12	Special Early News	Special Early News	M-----	:30		<del>\$8,825.00</del>	NM			
	See MG 50.2,50.3,50.4												
	2	KVVU	10/22/12-10/22/12	BB League Championships	1pm-8pm	M-----	:30		\$8,500.00	NM			
	Ⓜ	MG for 49.1,50.1											
	3	KVVU	10/22/12-10/22/12	BB League Championships	1pm-8pm	M-----	:30		\$8,500.00	NM			
	Ⓜ	MG for 49.1,50.1											
	4	KVVU	10/22/12-10/22/12	Special Early News	Special Early News	M-----	:30		\$650.00	NM			
	Ⓜ	MG for 49.1,50.1											
Totals												119	\$204,380.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/28/12	119	\$204,380.00	\$173,723.00
10/29/12 -11/04/12	0	\$0.00	\$0.00
<b>Totals</b>	<b>119</b>	<b>\$204,380.00</b>	<b>\$173,723.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

FAX# 610-225-1191  
CREDIT RISK !!!  
HARRIS REPORT FROM REP  
OCT22/12 14.55  
\*\*\*CHANGES\*\*\*  
\*\*\* KVVU-TV \*\*\*

REP. # \_\_\_\_\_ OFF. # 762 SALESMAN # \_\_\_\_\_

BUYER NAME SARAH LEVENE

SALES PRSN PH- TERESA DIFURIA

ORDER # \_\_\_\_\_ CONTRACT # 6371546

	CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>PATRIOT MAJORITY USA</u>	<u>EST#2029</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES	OCT15/12	OCT27/12	WK-2
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CITY TAX \_\_\_\_\_ STATE TAX \_\_\_\_\_ CO-OP BILLING NEEDED \_\_\_\_\_ DATE OCT22/12 14.55

SEE LINE 83-83  
TOTAL SAME  
PLS CNF THANKS

STA:

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 84	AGENCY EST# = 2029
AGENCY PRODUCT CODE = 91	

77	S	555P-600P	30	\$8,825.00	10/22	0	MON	0
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PROGRAM : PRE-DEBATE  
ORD COM1: DEBATE IS ON 10/22. PRE-BOOKED PLS APPROVE.  
PART OF A MAKEGOOD MADE UP OF LINES 76-78

78	S	730P-735P	30	\$8,825.00	10/22	10/22	0	MON	0
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PROGRAM : POST-DEBATE  
ORD COM1: DEBATE IS ON 10/22. PRE-BOOKED PLS APPROVE.  
PART OF A MAKEGOOD MADE UP OF LINES 76-78

REP HEADLINE# 6371546 TRF# 498394  
\$\$\$ MOD# 0 : UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS REPORT FROM REP OCT22/12 14.55  
\*\*\*CHANGES\*\*\* \*\* KVVU-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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83	A		430P-800P	30		\$8,500.00	10/22	10/22	2		MON	2
PROGRAM : NLCS GAME #7												
ORD COM1: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-77 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT22 ON LINE-78 FOR 1 SPOT/WK												

84	A		400P-430P	30		\$650.00	10/22	10/22	1		MON	1
PROGRAM : NEWS												
ORD COM1: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. PLS APPROVE.												
PART OF A MAKEGOOD MADE UP OF LINES 83-84												
STATION MAKEGOOD OFFERS:												
M14	OK'D	BUY#77	MISSED: MON/555P-600P				OCT22		30S	\$8,825.00	(OCT22/12)	
		BUY#78	MON/730P-735P				OCT22		30S	\$8,825.00		
			OFFER: MON/430P-800P				OCT22 (2/WK)		30S	\$8,500.00	PLS ADVISE.	
			& MON/400P-430P				OCT22		30S	\$650.00		
CMT: SPOTS N/A DUE TO PRG CHG. AIRING NLCS GAME #7. SEE MG. PLS APPROVE.												

OCT/12 204380.00 CONTRACT TOTAL 204380.00  
TOTAL SPOTS 119

MARKET TOTALS \$931,500 KVVU 20% KSNV 28% KLAS 26% KTNV 16% KVMY 8% KVCW 1% CABL 0%  
KTUD 1%

SVC- NSI  
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME  
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE